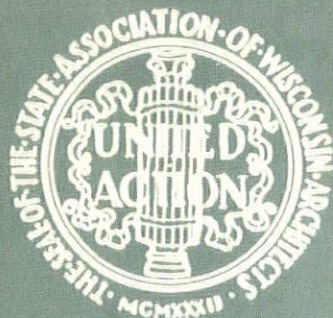


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THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE STATE ASSOCIATION OF WISCONSIN
ARCHITECTS — THE WISCONSIN CHAPTER A.I.A. AND THE PRODUCERS
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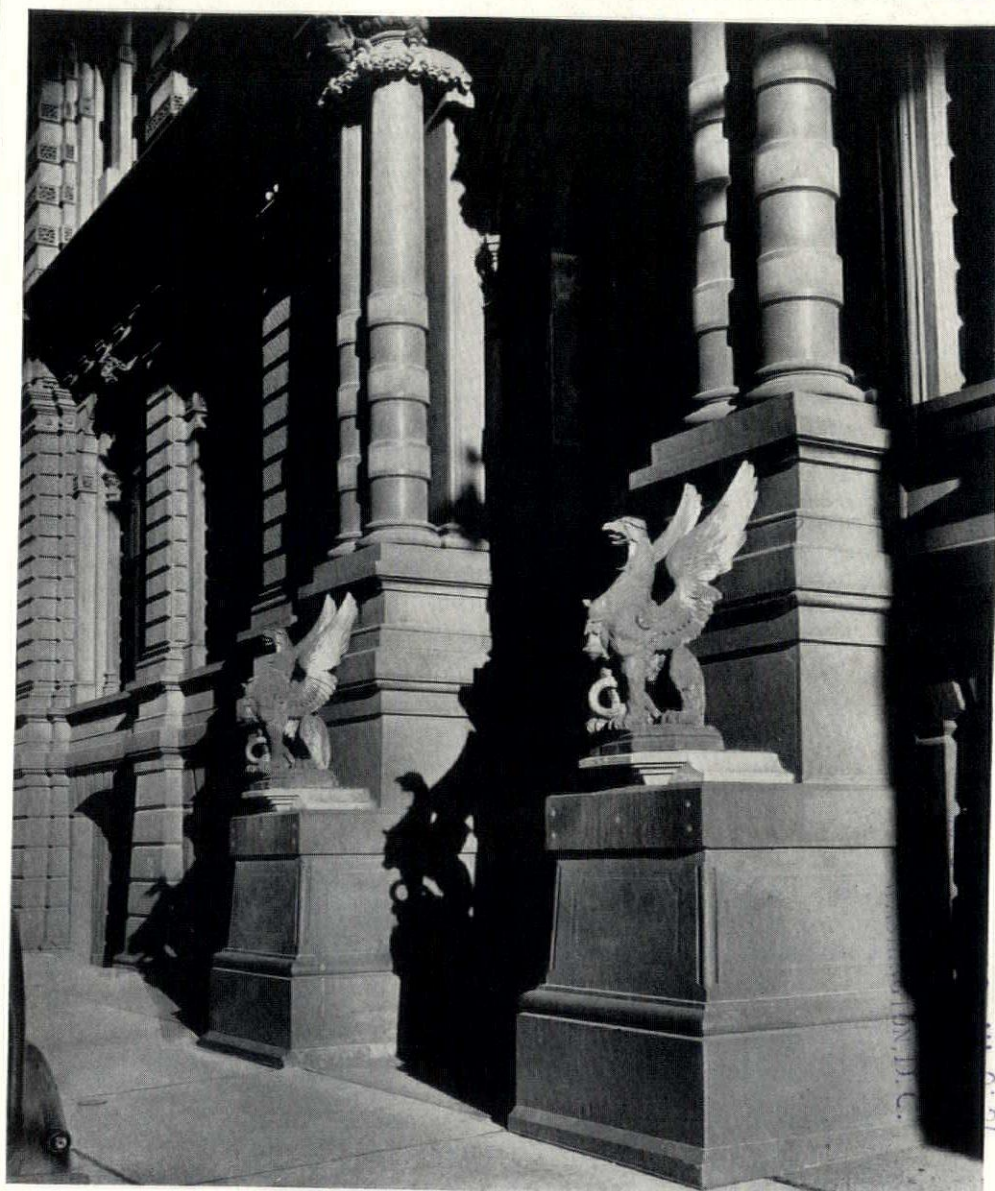
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THE AMERICAN
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AUGUST

1945

VOL. 13 NO. 8

DO YOU KNOW THIS BUILDING?
(See Page 2)

THE WISCONSIN ARCHITECT

Official Publication

The State Association of Wisconsin Architects

Wisconsin Chapter, The American Institute of Architects

Producers' Council Club of Wisconsin

LEIGH HUNT, F.A.I.A., Editor and Publisher
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¶ The Secretary will publish in the September Wisconsin Architect, a list of resident registered Architects in the State of Wisconsin, designating members of the State Association. If you have not already sent in your check for dues, please attend to this at once, so that you will be listed as a member of the State Association of Wisconsin Architects.

THIRTEENTH ANNUAL CONVENTION STATE ASSOCIATION OF WISCONSIN ARCHITECTS

The Thirteenth Annual Convention of the State Association of Wisconsin Architects will be held Friday and Saturday, October 5 and 6, at the Plankinton House, 609 N. Plankinton Avenue, Milwaukee.

The complete program will be published in detail in the September Wisconsin Architect which will shortly follow this issue.

The Producers Council Club of Wisconsin will again entertain at a cocktail hour from 6:30 to 7:00 p.m., the same as last year, preceding the banquet which is scheduled for 7 o'clock. The business session and election of officers will be held on Saturday.

This should be a very entertaining and constructive postwar convention. The Board is arranging for some excellent speakers to appear both Friday and Saturday and the Producers' Council will take over the entire mezzanine for the showing of the many new products being made available to the building public and which will be of unusual interest to the Architects.

Remember these dates: October 5 and 6.

* * * *

COVER PAGE PICTURE

Mitchell Building, south east corner of E. Michigan and North Water Streets, Milwaukee. Designed in England in 1873 with E. Townsend Mix acting as Supervising Architect.

MINUTES OF JULY EXECUTIVE BOARD MEETING STATE ASSOCIATION OF WISCONSIN ARCHITECTS

The Board of the State Association of Wisconsin Architects met on Saturday, July 26, 1945, at 10:30 a.m., at the Plankinton House, Milwaukee.

Present: Edgar H. Berners, District No. 3; Walter G. Memmler, Mark F. Pfaller, Arthur L. Seidenschwartz and Leigh Hunt, District No. 7; Robert S. Chase, District No. 8.

By Proxy: Emiel F. Klinger, Districts No. 1-2; Noel R. Safford, District No. 3; C. Madsen, District No. 4; Frederick W. Ræuber, District No. 5; Ellis J. Potter and Lewis Siberz, District No. 6; Frank F. Drolshagen, District No. 7.
Absent: T. L. Eschweiler, District No. 7.

President Berners opened the meeting with a discussion on the matter of prequalification of architects for Federal, State and County work. After a prolonged discussion on various phases, it was the considered opinion, that in view of the large number of proxies and the little need for immediate action, this matter be postponed to a later date and if possible that the Chapter Board be requested to sit with the State Association Board to discuss this important matter.

The President read a letter from the Indiana Society of Architects on the National Hospital Association's proposed list of prequalified architects for hospital work. The Secretary was directed to write a letter to Major Edmund R. Purves, Washington Representative of The American Institute of Architects on the proposed legislation on hospital aid to states.

The meeting was adjourned at 12:30 for lunch and reconvened at 12:15 o'clock.

The afternoon session opened with a discussion on the new Ordinance in Wauwatosa controlling the design, etc., of buildings. Mr. Pfaller explained the ordinance, speaking enthusiastically in its favor, and thought it should be universally adopted.

It was suggested that Frederick A. Luber, Secretary of the Wisconsin Chapter, A.I.A., and representative on the Milwaukee Building Code Committee for both the State Association and the Chapter, be asked to make a progress report on the City Building Code to the Board at an early date.

The President asked for suggestions that would stimulate interest and create activity in the State Association. The Secretary suggested that the small house problem might be used as a medium for such activity, further suggesting that a book of plans be considered. He was directed to make a study of the suggestion and report back to the Board at its next meeting.

Literature was presented to the Board by the Secretary concerning the Blue Cross Plan Hospital Service for State Association members. A motion was made directing the Secretary to furnish a list of the State Association so that the members can be contacted with the possibility of their becoming subscribers to the plan, which the Board believes to be sound as well as economical.

It was moved and carried that the current bills be paid.

The meeting was adjourned at 4 p.m.

The subject of "Socialization" is a matter which is discussed throughout the country, and in view of its recent discussion at the July Board meeting of the State Association of Wisconsin Architects, the following articles are very timely. Hence, they are being herewith reprinted from the Journal of the A.I.A.

SPECIALIZATION

Journal of the A. I. A.

At long last the membership has a subject upon which architects seem moved to express themselves. Much of this expression has been in the form of broadsides, chapter bulletins, resolutions and personal letters. Why not in the pages of the *Journal*? It was the thought of those who were instrumental in launching the *Journal* that here would be found a convenient place to discuss our professional problems among ourselves, with no holds barred.

Perhaps the "Indiana Message" would have reached the eyes of more members if offered in these columns rather than in a broadside mailed to each chapter and to Institute officers. At least it would have saved paper.

Resolutions in general agreement with Indiana have been passed by the following chapters: Detroit, Southern California, Northern California, West Texas; and by the Alabama Association.

Unfortunately we have no record of the debates, arguments, or reasoning that brought forth these resolutions. Possibly some of the thinking on the many phases of the subject will yet appear in these columns; it is cordially invited. Meanwhile, we print herewith a letter written by President Edmunds to George Caleb Wright, President of the Indiana Chapter; a letter from George Spearl, F.A.I.A., to the *Missouri News Letter*, (Mr. Spearl is a member of The Institute's Committee on Hospitalization and Public Health, and also of the American Hospital Association's Hospital Architects Qualifications Committee); and following these letters, some thoughts on the trend and implications of specialization in our professional field by Clair W. Ditchy, F.A.I.A. And undoubtedly there is more to come on all sides of the question, in future issues of the *Journal*.

— Editor.

June 18, 1945.

Dear Mr. Wright:

In further reference to the "Indiana Message", it is perhaps too early for the officers or Board to have received many words either of agreements or disagreement with the feelings expressed in the Message. As to what action The Institute membership would like to have taken in this matter, further discussion will possibly reveal. Some opinion has already been forthcoming and enclosed is copy of one which does not appear to have been sent you. In the meanwhile, I should like to sum up briefly what has been done and why.

The American Hospital Association, as you doubtless know, is an organization of hospital administrative and nursing personnel, including doctors and laymen. In its membership, as associate members, are some architects who have wanted in this way to keep in close touch with the thinking of those responsible for the management of our hospitals.

More and more frequently, the Association says, it is being asked for advice as to the selection of architects. Heretofore, as we understand it, the Association has felt itself unable to offer really discriminating counsel

and has been obliged to content itself with the mention of architects who are A.H.A. associate members and for that reason presumed to be more familiar with hospital design than an architect picked at random. Realizing that it should have a better basis than this for its recommendations, the A.H.A. conceived the plan of prequalifying architects through a competent professional examining body of its own. It thereupon sought aid of The Institute, asking not that The Institute do the prequalifying, but rather that the President of The Institute nominate four of the A.H.A.'s existing architect associate members to constitute in part the Association's own Hospital Architects Qualification Committee. If denied The Institute's help, the Association would nevertheless have gone right ahead with its plan.

The choice presented the Board, therefore, was: Shall we counsel with the Association, giving them the benefit of our judgment, not only in the selection of their architect members for the Qualifications Committee, but also in the establishment of rules for that Committee's procedure; or shall we refuse to have anything to do with the matter and let them go their own way?

That choice was not hard to make. In entering upon a friendly professional relationship with the American Hospital Association executives, the President of The Institute made his nominations from the A.H.A. list of their architect members as requested. Some of The Institute's officers and Octagon staff met representatives of the A.H.A. and debated in some detail a preliminary draft of requirements the A.H.A. was suggesting. The Institute's particular concern at that meeting was to see that the machinery set up would—

1. Allow constant accession of new blood in the A.H.A. prequalified list, and that
2. The inclusion of younger practitioners should be provided for and be made not too difficult.

President Ashton went a step farther; he appointed an Institute Committee on Hospitalization and Public Health, with the duties of gaining a more intimate knowledge of the general hospitalization policy of the Federal and state governments, and of keeping The Institute membership informed as to both their social and technological responsibilities in this field.

Now, to go back to the A.H.A. The details of the measuring stick to be applied to architects seeking prequalification by the A.H.A. have not yet been finally determined, for the A.H.A. trustees meet next month to accept or reject what is being offered by their committee in charge. Meanwhile, any suggestions as to what these tests or requirements might be, should properly go before the A.H.A.'s Qualification Committee. This is the body having the power and the duty to formulate such future procedure. It must be understood that the A.I.A. members serving the A.H.A. in this, *its activity, are powerless to adopt any procedure*; they can suggest procedure to secure the objective desired, but until it is approved by action of the Trustees of the A.H.A., it cannot be put into effect.

It should interest you to know that there have been sent to the A.I.A. Committee on Hospitalization and Public Health (Carl A. Erikson, Chairman, 104 S. Michigan Avenue, Chicago, Ill., who is also one of the A.H.A.'s qualifying body) copies of your "Message", together with those of such letters there-ant as have

been received to date, with the request that the matters contained therein be given consideration.

In particular it was requested of his committee that means be sought to:

1. Avoid the "maintenance of membership" requirement as a requisite to permanent inclusion in the register of those qualified.

(It is my own feeling that, having once qualified an architect as fully competent to design hospitals, there should be no disqualification of that man only because his membership in the A.H.A. may have been allowed to lapse. In other words, I feel that the A.H.A. has a perfect right to charge an architect a proper fee for taking the time of its Committee to examine him, but can see little reason for membership therein as requirement for maintaining such qualification.)

2. Stress the desirability of employment of those qualified, as consultants to others not so experienced, to the end that the latter in turn may be "admitted to the bar".

(This would provide a feasible means of expansion of the qualified list, which is most desirable, by the possible future continuing addition to it of many well-grounded, experienced, and competent architects.)

3. Consider, perhaps for later adoption, a method by which competent general practitioners in our profession may, by study and research, seek admission to examination for qualification.

Our own Executive Committee meets August first and second, when all of this will be submitted for their consideration and action.

Yours very truly,

JAMES R. EDMUNDS, JR., Pres. A.I.A.

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LA CROSSE

June 8, 1945.

To the Editor of the *News Letter*
Missouri Association of Architects
Columbia, Mo.

Dear Sir:

An "Important Message" from the Indiana Chapter of The American Institute of Architects, criticising the action of The Institute in appointing a Committee to work with the Committee of the American Hospital Association, has come to my desk and, inasmuch as the communication was written without a full knowledge of the facts, I am writing a personal reply which is, of course, unofficial.

The article charges:—(1) dangerous specialization; (2) that the architect members of the Committee were specialists; (3) that the list of architects being prepared by the American Hospital Association will tend to become an exclusive and virtually closed list; and (4) that the action increases the cost of doing business.

May I point out:

(1) Of course The Institute must maintain that there is no such thing as specialization, but are we to believe that the architect who has done three schoolhouses carefully refrains from mentioning it lest he seem to be a specialist, and explains to his fourth building committee that he knows no more about schoolhouses than any of his brethren who have never built one?

Furthermore hospitals and allied structures are in a totally different class from the other miscellaneous types of buildings mentioned. They have to do with public health, well being, the proper care of the sick and the conservation of the time of the doctors and nurses. Whether the hospital be private or public, if poorly designed it adds to the burden of cost to the community.

(2) Speaking for myself only, our office in the last 40 years has done a good deal of hospital work, but its total value is infinitesimal in a practice which runs the gamut from industrial buildings to college buildings and which includes practically every kind of structure.

(3) The hospital field is one in which the architect can hold undisputed sway in contrast, for instance, with the industrial field, in which the engineer may justly claim that his services are valuable. Yet anyone who has visited the many poor hospitals which have been perpetrated by our profession must realize the need of doing something about it. It is a sad commentary upon our profession that only about a score of architects have had enough interest in hospital work to belong to the Hospital Association. These men, of whom I am one, are endeavoring to spread the work and the knowledge of hospital work over the entire country. Those of us who are members have not used our membership to get work, but if our Committee succeeds in its purpose, we will have given up any such advantage which we might have used, in favor of the profession as a whole.

Had the writer of the broadside of the Indiana Chapter of The A.I.A. informed himself of the facts, he would have found that, contrary to his assertion, the approved list of architects will grow larger rather than more exclusive. Moreover, the field will still be open to the good salesman armed with a set of sketches and to the man who is married to the sister of the President of the Board. I am sure that the Committee would

join me in emphasizing emphatically that the requirements for inclusion in the American Hospital Association list are a minimum.

(4) The cost of doing business is increasing continuously and the Hospital Association is not adding materially to that cost. Under their program, ample opportunity will be given to young architects as they become experienced.

In conclusion, may I say that I believe the step the Hospital Association is taking to be a constructive and helpful one, and that it will aid our profession and not be a detriment, and I must confess that I feel so strongly on this subject that, had The American Institute of Architects not appointed me on the Committee, and I had been invited to serve by the American Hospital Association, I would have served anyhow.

Yours very truly,
GEORGE SPEARL

To Be or Not to Be a Specialist

By CLAIR W. DITCHY, F.A.I.A.

Our modern age is a highly developed and complex age. The benefits of discovery and invention lately perverted to sinister use have been spread to all corners of the earth, and man is in the throes of discovering how to relieve everyone from the drudgeries and hazards of the past and to provide him with pleasures and comforts hitherto unknown.

It is an age of extreme specialization. Most of these benefits are made possible through the use of modern machinery and knowledge, and through the extensive application of the principle of training each man for a specific task and thus enabling him to develop a high degree of skill and efficiency in his particular specialty.

This is not a new idea. Man has always subdivided his activities. Even at the dawn of civilization, there was the priest, the shepherd, the inn-keeper, the potter, the builder, the farmer, and so on, and the categories multiplied as the world progressed, until now nearly every field of human occupation has been subdivided and re-subdivided, and each such fragment of the whole has been scanned and analyzed and its study pursued to exhaustion. The result has been that there has grown up among us a vast network of specialists, each skilled in his particular specialty and leaning in some cases almost helplessly on others for simple needs which he as a specialist is incompetent to provide. So extreme has this search for efficiency and perfection progressed that we have woven a delicate economic fabric incapable of withstanding serious strains. Self-sufficiency has become a term for nations, not for individuals, and within the nation private and political devices have been set up to protect the specialist.

The architectural profession has not been immune to these trends. Centuries ago the architect was what the name implies, the master builder. It was he who conceived the plan and correlated the work of the craftsmen and helpers. Under our modern system, the architect has been content to relinquish some of his authority and responsibility. A specialist has appeared on the scene, the general contractor, whose duties are those of producing the building which the architect has conceived and designed.

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Here is a specialist intimately connected with the services of the architect and whom the profession has recognized, encouraged, and of necessity taken great pains to regulate and control. (There are evidences that the profession has not always succeeded in this.) Granted that this renunciation was for the best and is permanently established, let us examine in what other ways the profession has been specialized.

Certain architectural fields have seemingly always had their specialists. Types of work which have occupied the architect to the virtual exclusion of all other work, are churches, schools, pretentious houses, factories, and others which do not come to mind at the moment.

A friend of mine once told me that he had not become a leading theater architect through choice; the public made him such. He designed a number of theaters for one client and found himself definitely established as a theater architect through the excellence of his work for this original client. On the other hand, I remember a well-known architect who had gained an enviable reputation in the industrial field and who was given the commission to design a pretentious clubhouse. He immediately imported from New York a designer with extensive experience in designing clubhouses, indicating that this architect appreciated the value of experience in a certain field.

Some architects purposely choose the type of work they wish to do; others, having done a successful building of a certain type, accept without protest a surfeit of such work; still others exert a negative preference, refusing to do houses, factories, or other types of buildings where the work is not sufficiently appealing or remunerative. There are of course many who will accept any architectural assignment as an obligation to society.

Among those who have purposely chosen to limit their architectural activities to one type of work, there is the apparent belief that they have developed in their chosen field a service which it would otherwise be difficult or impossible to duplicate. They may rely in some cases, such as churches, on their refinement in design and ability to achieve an appropriate atmosphere, rather than for mastery of intricacy in planning. In breweries, if one may rush from the spiritual to the spirituous, it is evidently quite the opposite, and an intimate knowledge of the modern technique of brewing, a familiarity with the latest machinery used in the process, and the space requirements to house them efficiently, seem to be the criteria upon which their expertness depends. Again in industrial work, an ability to produce plans for large projects with speed and economy, as well as to achieve a pleasing exterior, seem to be the determinants.

We are all familiar with buildings which have been joint ventures in the matter of design; a local architect, familiar with the local scene, associates with some other firm whose prestige and experience in a given field are solid (in both the new and the old sense of the word).

Whatever may be the points upon which a specialist's reputation may rest, the fact is clear that we have had specialists with us for a long time and their ability as such has not been seriously questioned. To my knowledge, the principle of specializing has never been publicly criticized. There apparently is no stigma at-

tached to specializing. And as new devices, materials and techniques multiply, the case would seem to be in favor of the specialist.

On the part of the public, there has often been a rather foggy notion of what the architect does and how one sets about to choose one. This remark may appear provincial. There may be those enviable spots where such is not the case, and where the architect is always summoned even at the birth of the mere idea of building. But I am convinced that such architectural oases are few and far between. Else, how shall one account for those contracting and engineering firms with national reputations, and their lesser spawn who thrive locally, who practice architecture as a part of their complete service, who flaunt their wares and flout the architect with his restrictive ethics and whose work through its excellence finds its way into the pages of our leading architectural magazines?

In spite of this, it appears that the public is persuaded that the correct approach to the execution of an important building project is through the services of an architect. Desirous of avoiding any mistake, they turn to the profession for guidance in the selection of their architect.

The Institute is on record as recognizing two methods of selecting an architect, namely, direct selection or by regulated competition. There are circumstances in which these methods may not be applicable, where for instance, inacquaintance or clumsiness may lead respectively to their rejection.

At first glance it would seem that the profession should welcome an opportunity to aid in such instances. Who should know better than architects themselves the proper talent for particular projects? Why should they not be interested in preparing lists of those whose reputations are unassailably established by the distinction of their executed work in specialized fields?

Here we arrive at a moot point. Those who make no claim to specialized techniques protest vigorously that even tacit recognition of such lists of experts implies an incapacity in those who are not so classified.

They may rightfully point to innumerable examples where a talented architect, intent upon a problem new to him, achieves through his fresh approach something finer than those who have concentrated long upon similar problems. There are sections of the country where the local architect, like the local doctor or dentist or attorney in their fields, assumes the burden of ministering to all of the architectural needs of his community, and he questions honestly what special information or talent is available to the expert which is not available to him.

After all, it is a problem of housing certain modern functions, not mastering, improving or developing them. And as a member of the community he is more familiar with its tastes, its aspirations, its culture, and therefore better able to design and articulate its buildings. He does not recognize that in some well-defined fields, the planning is so intricate and the changes in techniques so continuous, that it is matter of almost constant study to keep abreast of them. He also points out that such lists establish architectural casts, and the younger members of the profession, already beset by many difficulties, are confronted by yet another barrier between them and their goal of private practice.

To return to Mr. Public (who after all determines who the architect shall be), his professional ventures contrast strangely with his business transactions. In the latter experiences he has been conditioned to a readiness on the part of the purveyor to satisfy his every whim, to brush aside every perplexing doubt and to make his purchase, whether services or material, a venture of ease and greatest pleasure—"the customer is always right." But when he sets about selecting an architect, he must learn a new language, he must follow a different procedure, one which the architect imposes and which Mr. Public is often at a loss to understand. This is hardly conducive to the enthusiasm which his venture deserves, nor to the establishment of the intimate confidence which should exist between architect and client.

If the prospective client wishes to obtain a good architect for his project, should he be given positive assistance or should he be allowed to flounder? If there are specialists within the profession, must the fact be concealed from the public? Or if such there be, cannot the lists be promulgated together with a statement that the lists are not all-inclusive and that a good architect has the capacity to execute any assignment?

Would it not be better to have such lists and such information emanate from the profession rather than from some quasi-official source? I have in mind the recent experience of a school board which, after vainly seeking advice from the profession itself, obtained a list of school architects from a school journal. The list

was fragmentary and not at all representative. Men who had made a real contribution to this field had been omitted.

Apparently there is need for such information. Some one will undertake to supply it. How can the public be best served in this matter?

* * * * *

TO CENSOR CONSTRUCTION

Milwaukee Journal —

The Whitefish Bay village board Monday night adopted an ordinance making effective the new building plan committee appointed by the village president, Dr. Frank Drew.

Under the ordinance, building plans must be submitted to the committee only in cases where the building inspector and the village commissioner feel that building of the house might cause depreciation of surrounding property values.

Henceforth, when building is contemplated in Whitefish Bay, plans must be submitted to Village Commissioner Ralph Cahill and Building Inspector Irv Pagels. If they feel that the exterior construction and appearance of the proposed building is "so at variance with neighboring construction so as to cause material depreciation" of property values in the neighborhood, the plans will be submitted to the building committee.

The building committee will then conduct a public hearing, and if it decides that the plans would be detrimental to property values, will deny a building permit.

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TOMORROW'S TOWN DISCUSSES METHODS OF FINANCING

Can Security and Exchange Commission controls over real estate bond and certificate issues be relaxed without the danger of postwar speculative excesses in the real estate field? This question is discussed in the current issue of TOMORROW'S TOWN, publication of the National Committee on Housing, Inc., of which Mrs. Samuel I. Rosenman is chairman. It is one of serious concern to mortgage lenders and thousands of investors, the publication points out.

Noting that legislation is now before Congress to free securities of this type in amounts of \$300,000 or less from registration with the SEC, the editors call attention to two basic factors behind the proposals for loosened controls.

One is the need for a large postwar volume of privately-financed rental housing construction. The other is the necessity for sound investment outlets for billions of dollars of the American people's wartime savings. It is argued that the exemption of the smaller, locally-absorbed issues from the expenses of SEC registration should aid progress toward both objectives, providing safe outlets for local investors and thus increasing the number of rental projects.

The two principal arguments against the proposal appear to be that under present conditions large-scale lending institutions are in better position to serve this market safely and that the easing of present controls might pave the way toward another era of speculative excesses like that of the 1920s. It is recalled that one of the functions of the SEC was to prevent repetition of the irresponsible marketing of bond issues, based on faulty appraisals and "100 per cent" financing, that destroyed millions in individual savings.

The symposium on the subject presents the views both of those who favor and those who oppose raising the exemption limit on SEC registration.

In the leading article L. E. Mahan, of St. Louis, President of the Mortgage Bankers Association of America, states the case for raising exemptions. Declaring that he fully subscribes to the policy of rigid control in the distribution of securities to the public, he points out that very little capital has entered this field since 1932 and that after the war more attention must be paid to rental housing. He argues that "most of the requirements covering the sale of securities under the SEC are applicable to larger issues in excess of

\$1,000,000, which were usually sold by a nationwide syndicate whereas issues up to \$500,000 usually have a local market and can be absorbed in the city where the improvement is located". Declaring that the expenses of registration are not small, he adds that many thoughtful people believe that the present \$100,000 limit should be raised.

"We have learned from the past", he continues, "that the great investment losses of this type were caused, first, by over-appraisals; second, by too ambitious estimates of earnings; and third, by the promoters issuing certificates to the full value of the property with no risk capital involved. If these hazards can be overcome (and it should be possible) there is no reason why investments of this type should not be just as safe as investments in mortgages secured by individual homes".

Alexander M. Bing, New York real estate management official, questions some of Mr. Mahan's conclusions. He points out that life insurance companies, savings banks, estates and individuals have supplied much mortgage money at low rates of interest on loans of from 60 to 75 per cent, whereas a bond or certificate issue is an expensive thing to sell to the public. The cost of obtaining financing of that type varied from 6 to 15 per cent of the loan.

"No builder", he continues, "would pay such fees unless he were practically 'borrowing out'; that is to say, unless the loan were between 90 and 100 per cent of the cost"—which led to most unhealthy conditions. He adds that if present supervision limits the loans to a safe proportion of costs, "it is difficult to see how such loans can be utilized in competition with institutional financing, costing so much less and bearing lower interest rates." He believes that if a method can be devised for the inexpensive distribution of these securities, carrying moderate interest rates and adequately supervised—"a combination extremely difficult to realize"—then such securities would be very useful

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both as a vehicle for investment of funds of people of moderate means and as a method of financing real estate.

Other comments are offered by Robert F. Bingham, attorney of Cleveland, Ohio, and Charles F. Noyes, Chairman of the Board of Charles F. Noyes, Inc., real estate, of New York, in collaboration with Herman Berniker, first Vice President of the Lawyers Title Corporation of New York. Mr. Bingham believes that much of the past troubles could be obviated by careful appraisals and that serious attention should be given to the relaxation of controls over bond issues.

Messrs. Noyes and Berniker call attention in this connection to the work of the Mortgage Conference of the Savings Banks of New York add that "In the last analysis, to concentrate on the sale of small participations in real estate investments when our established lending machinery is so well geared to meet the need, gives all appearance of being out of step with the trend—the trend toward larger, more effective and secure projects."

In the present issue of TOMORROW'S TOWN is also an important article by Randolph Paul, Washington Attorney and former General Counsel of the United States Treasury, which points up the need for the investment of savings in real estate construction. He argues that "our postwar economic problems will not be solved by achieving a high national income and a reasonably low budget", adds that "If we would maintain what we have achieved, we must take into account the problem of balancing savings and investment . . . With an estimated national income of \$140 billion, we must accept the fact that much of the income will not be spent on consumer goods, even if they are plentiful."

"If," he continues, "we would have a prosperous postwar economy, that portion of our national income which is not spent on consumer goods and services, including durable goods, must go directly or indirectly into constructive savings such as increased plant and equipment, home building, and foreign loans. Other so-called savings are unconstructive and impotent over the long span."

"If we achieve a national income of \$140 billion, our problem will be one of finding investment opportunities for at least \$25 billion annually. Housing may well be the most important element in capital formation in the decade after the war".

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SUFFICIENT BUILDING PRODUCTS READY BY FIRST OF YEAR

There will be a sharp rise in the volume of new construction within 30 to 45 days, and the supply of building products will be sufficient by the end of this year to permit any volume of construction likely to be underway or starting at that time, Douglas Whitlock, Chairman of the Advisory Board of the Producers' Council, national organization of manufacturers of building materials and equipment, stated recently.

"An extensive survey of leading manufacturers and of trade associations representing building product manufacturers indicates that full-scale production of all major items can be attained within four to six months, assuming that an ample supply of labor and raw materials will be available", Whitlock said.

"The sound policies adopted to date by Federal agencies indicate that governmental controls will not be a restricting factor.

"Distribution of building products is expected to keep pace with production, with the result that inventories of building materials dealers should be adequate to meet all demands after January 1.

"It is believed that the supply of on-site construction workers will be great enough to meet all demands as building picks up in the spring, unless demobilization of building tradesmen from the armed forces is slower than anticipated.

"However, as the volume of construction rises toward

its postwar peak, thousands of additional workers must be trained in the building trades.

"Inasmuch as many building product manufacturers have no reconversion problems, a normal supply of many types of materials and equipment will be available within two months or less, but more time probably will be required to produce enough hardware, enameled ware plumbing fixtures, household appliances, and heating equipment to permit large-scale construction of new housing and certain other types of construction.

"The supply of lumber, heretofore the major bottleneck restricting civilian construction, is expected to be adequate for all purposes within three months.

"No serious reconversion problems are reported by producers of brick and tile, rock and metal lath, reinforcing and structural steel, nails, cast iron pipe, vitreous china plumbing fixtures, and water heaters, and full-scale production can be resumed as fast as skilled manpower returns to the plants in question.

"Two to four months are required to permit manufacturers of hardware to regain full production, two to three months for producers of plumbing brass, and three to four months for manufacturers of warm air furnaces, boilers and radiators, and heating specialties.

"Manufacturers of enameled ware plumbing fixtures will need four to six months to resume full-scale production, and producers of household appliances will require five to seven months. However, it is believed that the supplies available by the end of the year will be sufficient to meet construction needs at that time."

* * * * *

Major Papenthien on Leave

Major Roy Oliver Papenthien is home on a 45-day leave from Herman Field, Newfoundland, where he is attached to the 1388 A.A.F. Base Unit, North Atlantic Division, A.T.C. The Major's leave comes under the three R's, "Rest, Recovery, and Recuperation." Lieut. Thomas Papenthien, who was here on a short leave visiting his parents, Major and Mrs. Papenthien, at their home on E. BiBBch Ave., has returned to Camp Massey, Tex.

* * * * *

Moves Office

Walter M. Trapp, Secretary-Treasurer of the Seventh District of the State Association, has moved his office to 2711 N. Twenty-Seventh Street, Zone 10, Milwaukee. His telephone number is Kil. 5757.

* * * * *

Opens Office

Carl Ames has opened his office at 2711 N. Twenty-Seventh Street, Zone 10, Milwaukee. Telephone number, Kil. 5757.

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STEEL EDITORIAL

Many industries are now involved in painstaking steps toward reconversion. Now that the Japanese war is won, the pattern of reconversion should be rushed to completion. If the pattern for each individual industry's return to civilian production is not well planned and available, we can expect some temporary upsets in getting started on the postwar era of prosperity which, it is generally believed, will follow now that the war is won.

It may take a year or more for private and public construction programs to get under way and take up the slack in production within our industry created by the completion of a war job well done, and the delays above mentioned attendant to a change back to regular activity.

This period certainly offers a great opportunity to those who wish to build, and can place their contracts in the near future.

We have great resources of wealth built up by high wages and enormous production, plus savings. A vast number of public and private projects have been set aside by the exigencies of the war, and in four years of war the normal progress of construction and building has stood still.

Bridges and buildings today are just as much in demand as refrigerators and automobiles — not in the same numbers, of course, but proportionately.

It will be the task of the structural steel fabricating industry to build these bridges and buildings. The work will provide numberless jobs. It will take four or five years of hard work just to catch up with the demand. And so our industry's reconversion pattern is cut out for us. We are planning and preparing to take over the task.

Plans for buildings and bridges, whether for public or private use, must be prepared, the work financed and contracts awarded, before the projects can get under way. All of these steps take time. Weeks or months lost now will bring a similar and probably greater loss of time later.

Even after the contract is let there remains much detail work for any contractor to do before operations can be started at the site. When we consider that the time elapsing — between the conception of a given project through various stages of preparation and final award of contracts — may consume from twelve to eighteen months, it is easy to realize why time should be saved now.

This industry has no commitments which will tie its hands when peace comes. Fabricating capacity has kept well ahead of demand. The highest war demand was for 2,251,000 tons in 1942, while in 1929, it had been much higher, 3,597,825 tons. Even in 1929, the industry had a capacity of 25 percent over demand, so there can be no questions of its ability to fill all peacetime requirements.

Plans and specifications, however, must be provided by the purchaser before these facilities can be used, and architects and engineers should be put to work without delay, the country over, to complete these plans as soon as practical.

The time is here for action.

ROBERT T. BROOKS,
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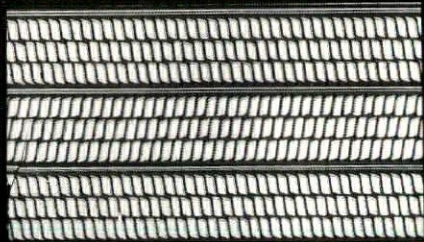
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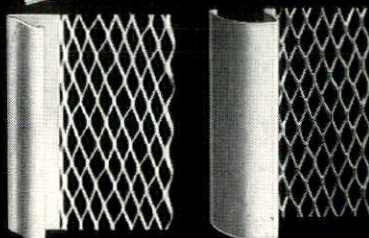


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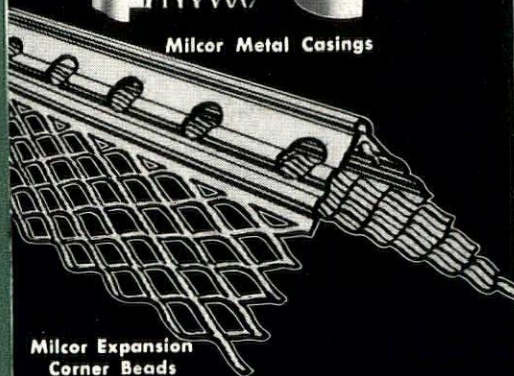
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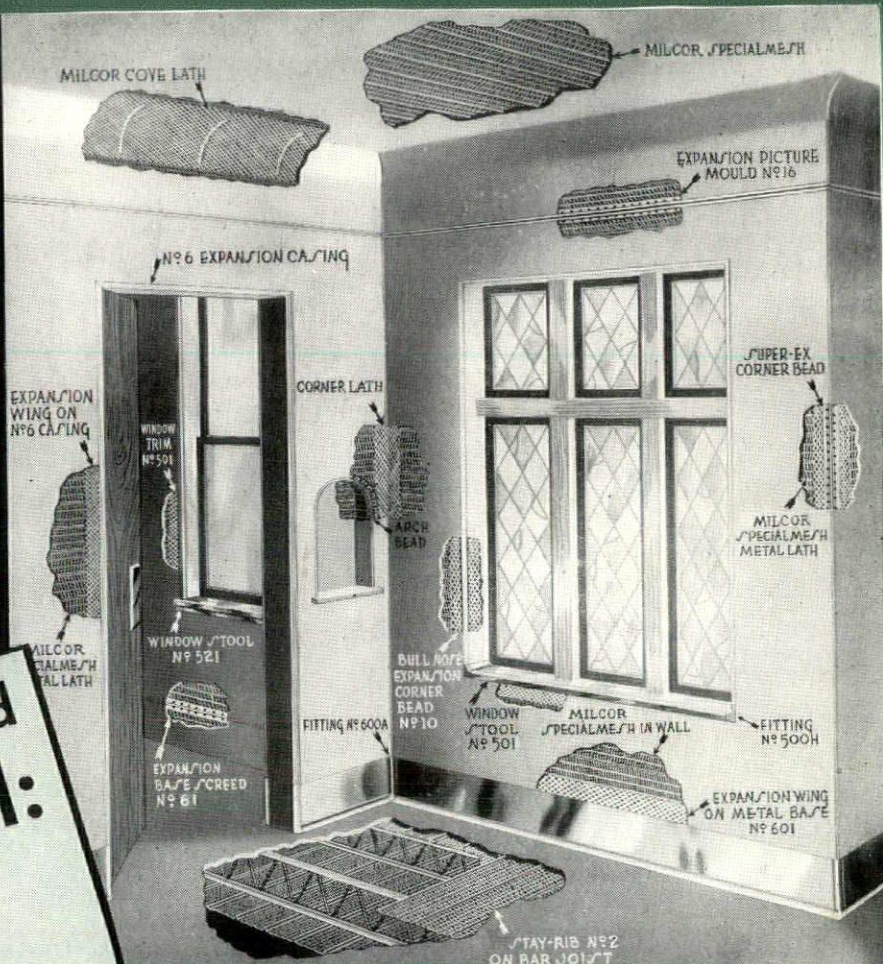


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